

DISTRIBUTION CHANNELS IMPACT ON SALES PROMOTION OF AMUL MILK PRODUCTS IN HYDERABAD

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Abstract

Marketers generally agree that advertising is essential in positioning a brand and building its promises, personality and image. But, today's consumers are concerned about more than a promise or brand image. They want image to be accompanied by an offer or extra incentive. Now sales promotion is being used to build customer equity and is taking centre stage alongside advertising. The new mandate is to deliver experience that deepens each consumer's relationship with the brand. In the past sales promotion specialists would be brought in key strategic brand building decisions were made. They were viewed as tacticians whose role was to develop a promotional program such as a contest or sweepstake, coupon or sampling programme that would create a short-term spike in sales. However, many companies are now making promotion specialists as part of their strategic brand building team. The marketing communication environment is undergoing a thorough change due to the fragmentation of markets and vast improvements in information technology. Mass marketing and mass media have been replaced by segmented or one-to-one marketing and more specialized and highly targeted communication efforts. The present study focus on Amul milk product promotion strategies with reference to distribution channels in Hyderabad city.

Keywords: GCMME, Sales, Promotional mix, Brand Image, Marketing mix, Coupons.

Introduction

In the present world, the art of marketing is more important than the art of production. Production is often considered as the more important function. However, this practice is gradually losing ground and it is being recognized that "unless you can sell a product, you should not manufacture it". Marketing, the process by which a product or service originates and is then priced, promoted, and distributed to consumers, begins when production ends, and ends when consumption begins. Marketing concentrates primarily on the consumers. After determining the customers' needs and desires, marketers develop strategies to educate customers about a product's most important features, persuading them to buy it, and then to enhance their satisfaction with the purchase. All business activities facilitating the exchange are included in marketing. Neil Borden coined the term 'marketing mix' in 1953 in his presidential address to American Marketing Association. Marketing mix is a business tool used in marketing products. The marketing mix is often crucial when determining a product's or brand's unique selling point (the unique quality that differentiates a product from its competitors), and is often synonymous with the 'four Ps': 'price', 'product', 'promotion', and 'place'. However, in recent times, the 'four Ps' have been expanded to 'seven Ps' with the addition of 'process', 'physical evidence' and 'people'. Recently, 'four Cs' theory has also come into the limelight. According to the American Marketing Association, "Marketing is the performance of business activities that directs the flow of goods and services from producer to consumer." Philip Kotler, a well-known author in the area of marketing, defines marketing as "A human activity directed at satisfying needs and wants through exchange processes." Thus, the most fundamental concept, which must be realized as being the basis of all marketing activities, is the existence of human needs. A human need is a

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